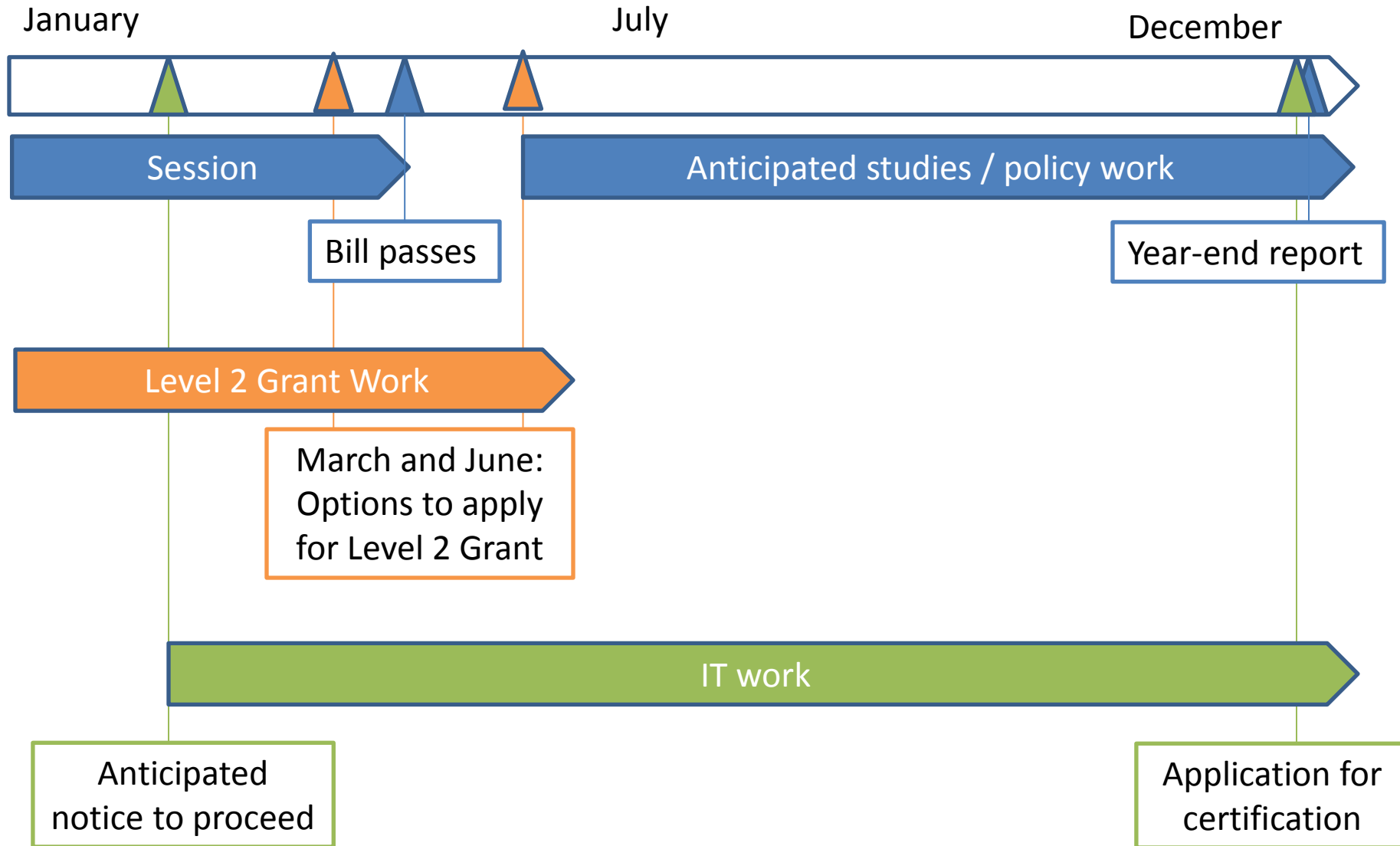




2012 Level-Set and Goals Discussion

**Exchange Board Meeting
January 9, 2012**

2012 Major Streams -- High-Level Snapshot



2012 Additional Streams

Internal Operations:

- Assume budget for Exchange
- Create Fraud, Waste & Abuse program
- Create long-term organizational structure and hire staff as needed
- Determine governance structure for ongoing operations such as payroll, HR, IT, etc.
- Find long-term home

Exchange Operations:

- Clearly define relationships and detail work to be done by/with other state entities
- Detail next steps to meet all required operations

Communications:

- Create comprehensive marketing strategy to be included in L2 grant request
- Enhance current website
- Begin educational outreach
- Engage advertising agency
- Incorporate communications into overall HCR communications strategy

Plan and Channel Management

- Establish relationships with partners
- Outline operational and IT business requirements

2012 Draft Goals

Category	Goal	Tactics	Threshold	Target	Stretch
Operations	Establish Exchange as public corporation and independent unit of state government	Assume budget for Exchange			
		Move into LT space			
		Create LT organizational structure			
		Determine governance structure for payroll, HR, other functions			
		Create required MOU's with partners			
IT	Implement IT systems needed to receive conditional (at least) approval from CMS by 1/1/13	Contract with vendor to support major enrollment/eligibility needs of Exchange			
		Establish PMO to support work			
	Create internal IT infrastructure to support internal operations of Exchange	Determine governance structure for IT and implement			
Policy	Create policies that ensure long-term success of the Exchange	Get Level 2 Grant submitted by March deadline			
		Get desired policy decisions enacted into 2012 Exchange bill			
		Complete needed studies for next set of policy decisions			
Communications	Create communications strategy to ensure successful enrollment into the Exchange.	Create multi-faceted, integrated communications plan to be incorporated into			
		Contract with advertising agency			
		Incorporate communications strategy into overall HCR communications through Governor's office			
Channel Management	Establish effective, forward-thinking relationships with all channel partners to ensure participation in the Exchange and operational success				

2012 Legislative Session

Administration Bill

- Dropping on January 23rd
- Subgroup working on review

Meeting with Legislators and Stakeholders

- Meeting with HGO and Senate Finance members

Tracking / Commenting on Legislation

- Developing internal process to track legislation and to determine if Exchange should take position
- Will review with Board Chair to determine if meeting needs to be held to review comments or position

Testimony in Annapolis

- Overview of Recommendations:
 - January 25 – HGO
 - February 1 – Senate Budget and Taxation
 - February 2 – Senate Finance
- Budget Discussions:
 - January 26 – House Appropriations
 - January 31 – Senate Budget and Taxation

2012 Meetings

We have the following dates and locations held for meetings this year:

Meeting Date	Place
Tuesday, February 14	MHCC
Tuesday, March 13	MHCC
Tuesday, April 10	PG Co. Health Dept.
Tuesday, May 8	MHCC
Tuesday, June 12	Cecil Co. Health Dept.
Monday, July 9	MHCC
Tuesday, August 14	MHCC
Tuesday, September 11	MHCC
Tuesday, October 9	MHCC
Tuesday, November 13	Montgomery Co. Health Dept.
Tuesday, December 11	MHCC